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Design elements communicate on issues of the environmental conscious concept

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Abstract

Designing with the environmental conscious concept is important to businesses which must develop products and marketing strategies that not only address the needs of the consumers but also safeguard long-term interests of consumers as well as the society at large. Through the creation of unison on issues of the environmental conservation into design processes and focusing adjust consumption patterns. Encourage people to choose products and services that protect the environment. Design management efforts involve long-term work in the background and involve different attributes determining the quality and identity of merchandize as one of the major competitive priorities because of design efforts has often inherent drivers for consumer's perception through optimizing design.

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Keywords: the physical environment design, the environmental conscious concept, consumer's perception.

1. Introduction

Environmental concern and responsibility with natural systems have grown largely in all society. Many countries have adopted increasing environmental considerations in order to control the productive system. The level of information provided nowadays has turned citizens more aware and receptive to environmentally friendly merchandize, which focus on the importance of the environment for the health and well-being of people. This concept over the society and governments led businesses to reevaluate their processes and the way their merchandize are developed. The designer has always been motivated by the search for new challenges. The environmental considerations demand a new attitude of designers from this context. It is also necessary to approach environmental issues such as new ways to rethink, refund, reduce, reuse, or recycle a product (Manzini, 2000). This position can perform an important guideline in the marketing and in the design, becoming necessary in order to establish approaches and to develop methodologies for all businesses.

Concerns and responsibilities with environmental impact have given rise to challenges for designers that can use the point of the environmental conscious concept to merchandize development process, and also are fundamental

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roles of the business, which use communicate to consumer's perception through the attractive designs of product. The designer is able to improve their design process toward the suitable way. It is fundamental to consider all involved processes, its characteristics and, mainly, to know how to take advantage of that change as a positive factor and value, for both business and society, considering also the decrease of environment aggression and the raw materials extraction. When applied under the environmental conscious concept, this approach is an alternative way to achieve the optimizing design of both product and environment that express.

2. Conceptual Background

The marketing concept advocates the philosophy that businesses must develop products and marketing strategies that not only address the needs of the consumers but also safeguard the long-term interests of those consumers as well as those of society at large (Kotler and Keller, 2005). For this reason, businesses must balance individual customer needs, organization goals, and the welfare of society. The environmental conscious concept movement is a part of the responsibility of business organizations to ensure that they conduct their activities such that they do minimum harm to the environment. Environmental conscious concept has many synonyms depending on where it is used. It can also be described as green design, eco-design, life-cycle design or design for sustainability. All focus on the integration of environment considerations (Karlsson and Luttrupp, 2006). Besides, admitted green marketing or ecological marketing, and environmental marketing, is an integral element of trading concept.

Green marketing consists of all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of those needs and wants occurs, with minimal detrimental impact on the natural environment (Polonsky, 1994) and environmentally friendly or environmentally safe. A commonly accepted view of that-away is that of the advertising or promotion of merchandize as environmentally friendly or has environmental conscious concept, and also is the colour of social responsibility. Most businesses may view greening or environmental conscious concept as part of their moral obligation toward the local community and the larger society in which they exist. A review of the literatures on the subject has identified several possible reasons for businesses adopting green or environmental marketing. That is viewed as a means to achieve the organization's objectives (Keller 1987; Shearer 1990; Polonsky, 1994). Several studies indicate that consumers and the general public were concerned about the environment (McCarty and Shrum, 1994; Roberts, 1995; Roberts and Bacon, 1997). Studies also indicate that concern for the environment is being reflected in changes in consumption-related perceptions and behaviours (Gamba and Oskamp, 1994; Shrum, 1995 et al.; Allen and Ferrand, 1999).

Initiative strategy includes changes in the value addition processes, changes in the management systems and changes in the products or modification of inputs. Changes in the value addition processes would include introduction of new technology for production, or modification of existing methods of production to reduce their environmental impact. Businesses can also establish and ensure implementation of management systems designed to promote environmental, health and safety norms (Prakash, 2002). The concerns of environmentally responsible consumers are also likely to extend beyond their knowledge and beliefs about the products and services that a company manufacturers and sells to aspects of a company's environmental stewardship, such as financial contributions to environmental causes, support of environmental education programs, and the use of natural resources in everyday business operations including the design of company facilities. Moreover, taking on the challenge of incorporating environmentally responsible decision making—in particular, sustainable development principles and practices—into the design of company facilities including their store space (Ogle et al., 2004). Therefore, designers are in powerful position to affect the environmental aspects of the products they design. All are based on a life-cycle perspective, integrating environmental aspects, and most are constructed for collaborative use by teams of designers (Papanek, 1972; Meerah et al., 2010).

The pay-off for businesses promoting environmental considerations during the inherent design of physical sale-environment is important. Providing a competitive advantage in markets valuing environment attributes. Environmental evaluation can be made from an external perspective and for example environmental priorities that can be introduced by means of laws and rules. Environmental conscious concept related knowledge is also in company's internal business interest for use as guidance and method to develop smarter, more effective system solutions. All of these relate to product identity and physical-environment attributes. Also, most research on the physical-environment attributes has concentrated on social or sign value that environments express (Giuliani and Bonnes, 1987) as Rapoport (1976) have focused on the correlation between taste and social status. Most studies

have conceptualized environment attributes designs as symbols which convey meanings (Schneider, 1990) and express identity (Csikszentmihalyi and Rochberg-Halton, 1981; Rapoport, 1990).

The environmental conscious concept is compelling human and designers can capitalize on this knowledge by conceptualizing emotion-engendering that can be participator in environmental friendly, concerns and responsibilities with environmental impact. As key influence in conceptualizing good designs which this entails knowing users' activities, thoughts, feelings, aspirations, goals, rituals, and values and translating into identity of product that elicits positive emotional responses (Fulton, 2004). Better designs are capable of provoking positive reactions from people such as senses of achievement, inspiration, and joy (Givechi and Velasquez, 2004). The role of the product's form in evoking aesthetic and positive responses upon perception, researchers have tried to identify product and environment characteristics that are relevant in predicting consumer satisfaction (Bloch, 1995).

In addition, brand identity is a power tool to facilitate customers' awareness and recognition. Colour, shape and content are three top of mnemonic device. Distinctive three elements make a faster imprint on memory, the importance of designing distinctive shape, colour and content are essential in identity design (Wheeler, 2003). Furthermore, the package appearance can reinforce the image of a brand, as the identity of a brand is expressed visually in the appearance of products (Schmitt and Simonson, 1997). Colours and shapes are important elements of marketing strategies. They are designed to communicate a message. Colours and shapes combinations are considered as the extrinsic attributes used as signals of quality by consumers that are models of consumer quality perception and signals of quality from product cues. The function of colours to attract attention is emphasized by arguing that colours are the most important visual sign to attract consumers' attention, as it is the first sign that the consumers notices on a package (Danger, 1987).

Moreover, most customer satisfaction relies on the physical environment which surrounds such as furnishing, function setting and business equipment, and other physical evidence such as signs, symbols (Hoffman and Bateson, 2006). Meaning is often expressed through signs, materials, colours, forms, sizes, furnishings, lighting, and finishes style. The design stages of the physical sale-environment attributes determining the identity of merchandize embedded with environmental conscious concept relate to consumer's perception which can increase the sale promotion ability and get a better product image, and support the institutional image that is research hypothesis in this proposal. Thus, there is providing an ideal framework for examining relations between the physical sale-environment, the identity of merchandize and consumer's perception. Specifically, this study examines consumer responses to corporate image of environmental stewardship as well as application of the environmental design elements with environmental conscious concept which the physical sale-environment express through perceptible designing, and still has the identity of merchandize.

This study examines the importance of environmental issues of the physical sale-environment (e.g., merchandise brands, store aesthetics) through the design stage which can communicate as to the environmental conscious concept. This concept integrates multifaceted aspects of design and environmental considerations contribute to the quality and identity of merchandize. Design management efforts involve long-term work in the background and involve different physical sale-environment attributes determining the identity of merchandize as one of the major competitive priorities for increasing the sale promotion ability and get a better product image, and support the institutional image attaining. From a quality management perspective, the speed of new product design and the physical sale-environment design indicates the importance of designing quality into environmental issues. Because of design efforts often have inherent drivers for consumer's perception through optimizing design.

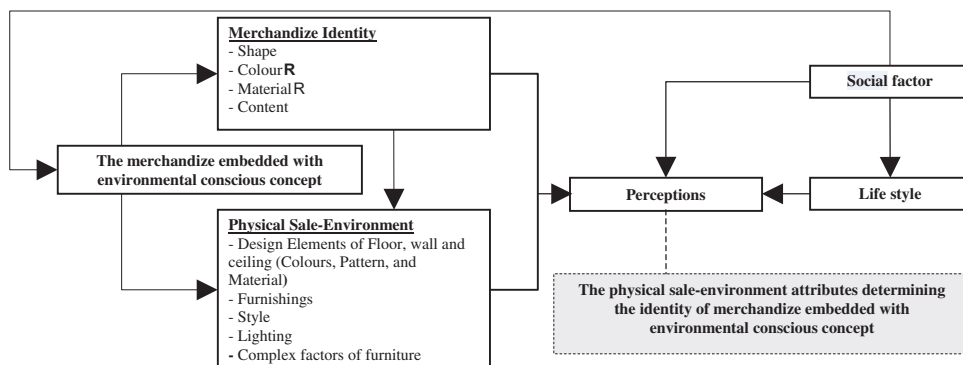


Figure 1. Conceptual Framework of the Study

3. Research Hypothesis

The design process of the physical sale-environment attributes determining the identity of merchandize embedded with environmental conscious concept that has relate to consumer's perception.

4. Focus of Research

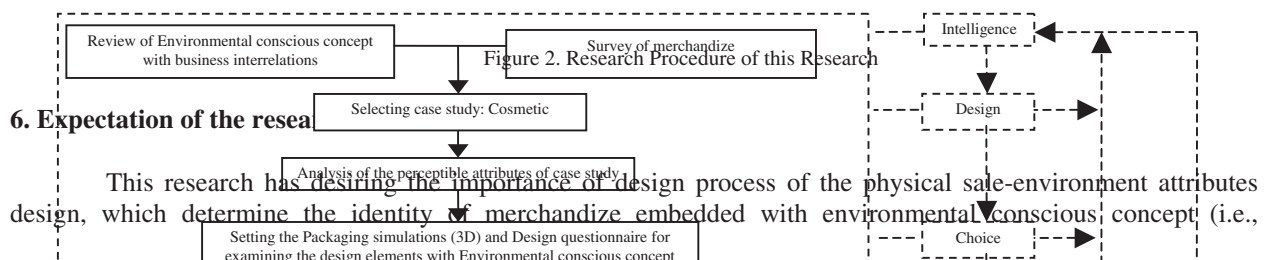
Giving the importance of the notion of design details, is decide to inquiry on the issue of what attributes of physical sale-environment designs influence to subjective impressions of consumer's perception. Four specific questions are posed for examination:

- (1) What are the related elements of the physical sale-environment and identity of merchandize?
- (2) What are the consumer's perception elements to affect the physical sale-environment attributes determining the identity of merchandize embedded with environmental conscious concept?
- (3) What elements are determining the identity of merchandize embedded with environmental conscious concept?
- (4) Is the physical sale-environment attributes determining the identity of merchandize embedded with environmental conscious concept correlates to the consumer's perception?

5. Methodology

The aim of this study is to evaluate the physical sale-environment attributes determining the identity of merchandize embedded with environmental conscious concept, correlates to the consumer's perception available in the market. Its main objective is to propose redesigning alternatives of the physical sale-environment attributes determining the identity of merchandize embedded with environmental conscious concept. This proposal demonstrate how the elements of environmental conscious concept would be applies to design process the physical sale-environment attributes where communicates ideas about the environment friendly institutional policy to consumers, and are well poise to influence attitudes and behaviors relate to social responsible product choice.

5.1 Research Procedure



atmosphere) in creating an image and influencing consumer's perception and consumer's response (i.e., consumer attitudes and patronage behaviors). Also, can increase the sale promotion ability and get a better product image, and support the institutional image.

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